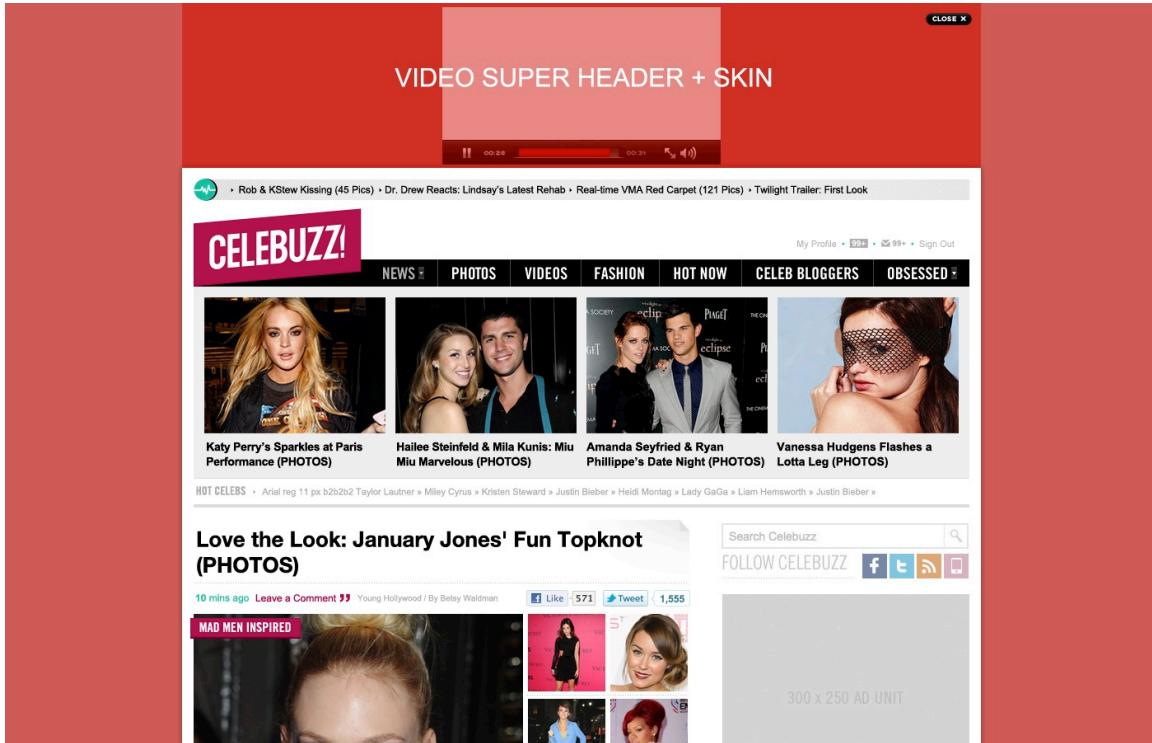


## Video Superheader with Skin

Branded static or video integration using a superheader. Most commonly used in a takeover with clickable skin and 100% SOV display.



Demo Link: <http://stereogum.com/?dfpKeyval=page:ifctest;page:exclude;page:demotest>

### Specs:

<b>Header Dimensions:</b>	<ul style="list-style-type: none"> <li>Default State: 40 pixels high</li> <li>Expanded State: 200 pixels high</li> <li>Width varies depending on site</li> </ul>
<b>File Size (flash):</b>	<ul style="list-style-type: none"> <li>50kb initial load max, 150kb subsequent load max for SWFs. Total File Size (Initial + Polite): 200k</li> </ul>
<b>Audio:</b>	<ul style="list-style-type: none"> <li>Must be user-initiated</li> </ul>
<b>Video:</b>	<ul style="list-style-type: none"> <li><i>Video auto play</i> – audio must be user-initiated</li> <li><i>Video user-initiated</i> – audio can automatically play</li> <li>User-initiated load should be less than 1.5MB</li> <li>Video Ratio: 16:9</li> <li>Format: MOV, FLV uncompressed</li> <li>Max FPS: 18-25</li> </ul>
<b>Animation:</b>	<ul style="list-style-type: none"> <li>None</li> </ul>
<b>Frequency:</b>	<ul style="list-style-type: none"> <li>No frequency cap</li> </ul>

<b>General:</b>	<ul style="list-style-type: none"> <li>Unit is site served and built in Flash / Unicast</li> <li>Unit starts out open and remains closed once user initiates close button (cookie)</li> <li>Must contain a clearly defined Expand &amp; Close buttons. Close buttons: Top right corner (Prominent and obvious)</li> <li>If video/audio is enabled, ad unit must contain play, pause and audio control buttons</li> <li>Clickable static skin built in house, using client assets, and optimized to 1280 screen resolution</li> </ul>
<b>Tracking:</b>	<ul style="list-style-type: none"> <li>1x1 impression tracking pixel for Superheader</li> </ul>
<b>3rd Party Tracking:</b>	<ul style="list-style-type: none"> <li>Accepted</li> </ul>
<b>3rd Party Serving:</b>	<ul style="list-style-type: none"> <li>Accepted for Superheader only (not skin)</li> </ul>

## Client Build:

### DELIVERABLES

Deliverable	Description
Completed Flash Files or ad tag for header	SWF with Accompanying FLA, FLVs, fonts and any sub-loaded files
Layered PSD of site skin	Skin should be mocked up on one of our sites (site with largest width for re-sizing)
3 <sup>rd</sup> party click tag	Client provided tracking tag and any specifications on what needs to be tracked.

### FLASH SPECS

<b>Actionscript:</b>	<ul style="list-style-type: none"> <li>AS Version: AS2 or AS3</li> <li>No capital letters anywhere in the url structure (movie.flv, not MOVIE.flv)</li> <li>No file structure, use same directory, add all in same file</li> <li>Cannot reference _root, or stage, but can use parent</li> </ul>
<b>SWF Version:</b>	9
<b>Flash:</b>	FLA provided must include all fonts, class files, flv, etc.
<b>3<sup>rd</sup> Party Tag:</b>	Flash MUST set cookie when expansion closes and stay closed on refresh, next page
<b>Tracking Specs:</b>	<p>Must be pre-worked into flash, event names need to be provided. Examples below.</p> <p>AS2 Version:  <code>flash.external.ExternalInterface.call('swfTracking', 'Param1,Param12,Param3');</code></p> <p>AS3 Version:  <code>import flash.external.ExternalInterface;</code></p>

	<pre>if (ExternalInterface.available) {     ExternalInterface.call('swfTracking', 'Param1,Param12,Param3'); }</pre> <p><b>Note:</b> The three parameters are usually the unit type, event name, campaign name. So, for example, if you want to track video plays:</p> <pre>flash.external.ExternalInterface.call('swfTracking', 'overlay,Video1 Play,Aloft');</pre>
<b>Timeline</b>	We require a 2-3 day turnaround time for testing, sizing, and implementation

- If source files are delivered, we can size out the unit for the various width of our sites

## BUZZMEDIA Build:

Deliverable	Description
Ad creative / key art / logo / title treatment	Layered PSD
Style Guide	PDF
Fonts / Copy	Mac and PC format / Word Doc
Video(s)	Standard video, Aspect Ratio 16:9, file type QT Uncompressed, file size 25MB, time :30 sec
Storyboard / Mock-up	JPEG or PDF
3rd party click tag	Client provided tracking tag and any specifications on what needs to be tracked.

- BUZZMEDIA build: requires a 5-10-day turnaround time for mock, build, testing and implementation.